




125 West 55th St
New York, NY 10019

Contract # 25326986	Changes as of: 10/7/2016 at 12:14 PM	Version: Current State Version 1
CPE: 129/127/960	Flight: 10/10/16 - 10/23/16	Station: KIMA
Agency: HULSEN MEDIA SERVICE	Advertiser: 10828	Market: Yakima
2400 Laramie Trail	Product: Issue	Office: WASHINGTON
Austin, TX 78745	Agency Order #: 5462446	Primary Demo: Households
	Buyer: Hulsen, Kristin	Con Type: POLITICAL/VOTE
	Salesperson: JONATHAN VITTI	Assistant: KENNETH MIELE
	212-373-8256	212-373-8113
		Total \$: \$19,125.00
		Total Spots: 34
		Total CPP: \$100.71
		Total GRP: 189.9
		Separation:

Comments: Separation: 15

#	Day/Time	DP	Program	Rate	HH Rating	Len	10/10 - 10/22													
							10/10	10/11	10/12	10/13	10/14	10/15	10/16	10/17	10/18	10/19	10/20	10/21	10/22	
1	M-F 6:30a-7a		KIMA+ Action News @Sunrise	\$450.00	6.0	30	0	0	0	1	1	0	0	1	1	1	0	0	0	
2	M-F 7a-8a		CBS This Morning	\$450.00	6.0	30	0	0	0	1	1	0	0	1	1	1	0	0	0	
3	M-F 6p-6:30p		KIMA+ Action News @ 6p	\$1,500.00	8.5	30	0	0	0	1	0	0	0	1	1	0	0	0	0	
4	M-F 11p-11:35p		KIMA+ Action News @ 11p	\$425.00	4.5	30	0	0	0	1	1	0	0	1	1	1	0	0	0	
5	Su 11p-11:30p		KIMA+ Action News @ 11p	\$425.00	3.5	30	0	0	0	0	0	0	1	0	0	0	0	0	0	
6	M-F 10a-11a		Price Is Right	\$400.00	4.2	30	0	0	0	1	0	0	0	0	1	1	0	0	0	
7	M-F 1p-2p		The Talk	\$175.00	3.0	30	0	0	0	1	1	0	0	1	0	0	0	0	0	
8	M-F 3p-4p		Dr. Phil	\$250.00	6.0	30	0	0	0	0	1	0	0	1	0	0	0	0	0	
9	M-F 4p-5p		Judge Judy	\$325.00	6.0	30	0	0	0	1	0	0	0	0	0	1	0	0	0	
10	Tu 8p-9p		NCIS-CBS	\$2,500.00	15.5	30	0	0	0	0	0	0	0	0	1	0	0	0	0	
11	Sa 8p-9p		Crimetime Saturday 8/7p-CBS	\$400.00	4.2	30	0	0	0	0	0	1	0	0	0	0	0	0	0	
12	Su 7p-8p		60 Minutes-CBS	\$1,500.00	7.1	30	0	0	0	0	0	0	1	0	0	0	0	0	0	
13	M-F 11:35p-12:37a		Late Show With Stephen Colbert	\$150.00	3.0	30	0	0	0	0	1	0	0	0	0	1	0	0	0	
TOTALS:							0	0	0	7	6	1	2	6	6	6	0	0	0	



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#	Day/Time	DP	Program	Rate	HH Rating	Len	10/23 - 10/23		Total Spots	Total \$	CPP	GRP
							10/23					
1	M-F 6:30a-7a		KIMA+ Action News @Sunrise	\$450.00	6.0	30	0		5	\$2,250.00	\$75.00	30.0
2	M-F 7a-8a		CBS This Morning	\$450.00	6.0	30	0		5	\$2,250.00	\$75.00	30.0
3	M-F 6p-6:30p		KIMA+ Action News @ 6p	\$1,500.00	8.5	30	0		3	\$4,500.00	\$176.47	25.5
4	M-F 11p-11:35p		KIMA+ Action News @ 11p	\$425.00	4.5	30	0		5	\$2,125.00	\$94.44	22.5
5	Su 11p-11:30p		KIMA+ Action News @ 11p	\$425.00	3.5	30	0		1	\$425.00	\$121.43	3.5
6	M-F 10a-11a		Price Is Right	\$400.00	4.2	30	0		3	\$1,200.00	\$95.24	12.6
7	M-F 1p-2p		The Talk	\$175.00	3.0	30	0		3	\$525.00	\$58.33	9.0
8	M-F 3p-4p		Dr. Phil	\$250.00	6.0	30	0		2	\$500.00	\$41.67	12.0
9	M-F 4p-5p		Judge Judy	\$325.00	6.0	30	0		2	\$650.00	\$54.17	12.0
10	Tu 8p-9p		NCIS-CBS	\$2,500.00	15.5	30	0		1	\$2,500.00	\$161.29	15.5
11	Sa 8p-9p		Crimetime Saturday 8/7p-CBS	\$400.00	4.2	30	0		1	\$400.00	\$95.24	4.2
12	Su 7p-8p		60 Minutes-CBS	\$1,500.00	7.1	30	0		1	\$1,500.00	\$211.27	7.1
13	M-F 11:35p-12:37a		Late Show With Stephen Colbert	\$150.00	3.0	30	0		2	\$300.00	\$50.00	6.0
TOTALS:							0		34	\$19,125.00	\$100.71	189.9



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Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
10/07/16 12:14 PM	SHANNON YALLOF	Separation: 15

Competitive Information	
Market Budget:	\$61,694
KIMA Share:	31%
Comment:	**share estimated**
KAPP:	26%
KCYU:	10%
KNDO:	33%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	34	\$19,125.00	\$100.71	189.9
Total	100%	34	\$19,125.00	\$100.71	189.9

Monthly Summary		
Month	Spots	Dollars
2016-Oct	34	\$19,125.00
Total	34	\$19,125.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/7/16 12:14 PM					\$0	\$0	
New	10/7/16 12:14 PM	SHANNON YALLOF	New	34		\$19,125.00	\$19,125.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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